



Senior Creative Professional  
Practical Problem-Solving

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# Creative, Brand & Experience Focus

An experienced creative professional with a focus on brand alignment, user experience, and intentional delivery. 20+ years in fast-growing organizations. Holding creative problem-solving skills, strong judgment, and hands-on capability to work that needs precision and scalability. Comfortable shifting between strategy and hands-on execution, depending on what the work actually needs.

## RECENT EXPERIENCE

Sep 2025 - Present



**Jake Nothing**  
Creative Director, Art Direction and Brand Development (Contract)

Stepped in as senior creative support for a founder-led organization during a fast-moving period of execution, shifting priorities, and active brand build-out. Operated hands-on across brand, design, and web while bringing clarity and consistency to work still taking shape.

- Translated rough, time-sensitive ideas into clear creative direction and usable output.
- Executed hands-on design and web work under tight timelines without sacrificing quality.
- Established visual standards across customer-facing and internal materials.
- Brought structure and intention to an environment with frequently shifting priorities.
- Improved website structure and information flow to create a clearer, more intuitive user experience.

## SKILLS SNAPSHOT/CORE COMPETENCIES

### Brand/Creative:

Creative Direction, Brand Building, Print Design, Web Design, Graphic Design, Logo Design, Photography and Post-Production, Video Editing and Animation, Design Systems, Typesetting

### Marketing/Analytics:

Conversion Rate Optimization (CRO), Creative Strategy, Event Branding, Webinars, Strategic Creative Development, Brand Alignment, Templating, Personas, StoryBrand Framework, Digital Asset Management

### Web/User Experience:

Development and Design, Web Development, Front-end Coding, Usability Testing, Search Engine Optimization (SEO), User Interface, CRM

### Team Leadership/Project Management:

Creative Process and Workflows, Mentoring and Professional Development, Agile Methodologies and tools

*(Experience continued)*



## Isos Technology

Creative Director, Head of Brand Management and User Experience  
13 years | Atlassian-focused consultancy | Brand, UX, and Creative Leadership

Feb 2012 - Jan 2025

Evolved original position to own brand, visual identity, and user experience for a growing Atlassian-focused consulting company, supporting the company's evolution from a small dev shop into a national enterprise and government consulting organization.

### Scope & Responsibilities

- Led brand, design, and user experience across marketing, platforms, events, internal communications, and office environments.
- Defined and maintained visual standards as the company scaled across services, teams, and client projects.
- Managed and mentored a multitalented creative team while remaining hands-on in high-impact initiatives.
- Directed artwork and assisted in messaging and storytelling for campaigns, tradeshows, webinars, video, and large events.
- Owned website UX and structure, improving clarity, usability, and conversions across marketing, demand gen, and lead gen initiatives.
- Served as a brand and experience partner across leadership, marketing, sales, consulting, peopleops, and clients.

### Operational & Process Leadership

- Worked within Atlassian products and Agile frameworks, developing a skillset in project delivery, workflows, and scalable processes.
- Collaborated with delivery and leadership teams to align brand, user experience, and communication.
- Helped shape internal systems, documentation, and communication that instilled consistency, efficiency, adoption, and culture.
- Applied continuous delivery principles to creative work, balancing structure with flexibility in client-driven projects and internal production.

### Culture & Alignment

- Actively fostered an inclusive, welcoming culture by building relationships across teams and serving as a trusted, approachable presence for new and existing employees.
- Partnered closely with PeopleOps to support onboarding and internal initiatives that helped new hires feel connected and supported from day one.

### Selected Outcomes

for Isos Technology

- 150% increase in website conversions within one month
- Brand scaled from 12-person consultancy to enterprise presence
- Enterprise ROI calculator enabling complex sales conversations
- Internal systems clarifying work across teams and supporting user adoption
- Office environments reinforcing brand and culture at scale

*"When the company consisted of 12 people, Tad made it appear as though we had 100+ employees."*

— Thad West, Cofounder & CEO

Ask about creative solutions for top clients such as Roku, TopGolf, Linux Foundation, O'Reilly Auto, and CBS.

*(Experience continued)*

# EXPERIENCE

(continued)



## Limelight Networks

Interactive Production Artist and Technical Marketing Manager

Sep 2006 - Jan 2012

Worked across design and web on high-visibility marketing initiatives for a global technology company during a period of rapid growth, operating with a high degree of autonomy and trust. Supported marketing, sales, and executive teams through hands-on execution and cross-functional coordination.

- Led design and web execution for large-scale marketing initiatives, campaigns, and events.
- Served as the primary creative point of contact on complex, high-visibility projects.
- Owned design and web responsibilities for the Marketing department across multiple years.
- Coordinated with internal teams and third-party partners to deliver projects on schedule.
- Supported technical marketing efforts with clear, usable creative output.
- Supported branding and creative efforts around major company milestones, including IPO-related materials and industry presence.

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Oct 2005 - Sep 2006



## Obu Web Technologies

Web Designer

Worked in a small agency environment designing and building client websites, with direct responsibility for visual design, front-end implementation, and launch.

- Designed and built client websites from concept through launch.
- Handled visual design, layout, and front-end coding.
- Worked directly with client and internal stakeholders to turn requirements into usable solutions.
- Built a strong foundation in CSS, usability, and practical problem-solving within a fast-paced agency setting.

# EDUCATION



## Collins College

1998 - 2001

### Bachelor of Arts in Visual Communications

With Emphasis on Web Design and Graphic Arts

## RECENT CERTIFICATIONS



AI Certification,  
Writing.io  
Issued Apr 2025



ChatGPT Certification,  
Writing.io  
Issued Apr 2025



Brand Management: Aligning Business,  
Brand and Behaviour, UoL  
Issued May 2025

# TOOLS & PLATFORMS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, After Effects), Figma, WordPress, Webflow, Framer, Shopify, HubSpot CMS/CRM, ActiveCampaign, Unbounce, HTML/CSS/JavaScript, Atlassian products (Jira, Jira Service Management, Confluence, Trello), Monday.com, Canva, Glyphs, Google Workspace